

NOV 9 1942

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**FASHION CALENDAR**

**FRANCES HUGHES, Editor**

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, NOVEMBER 6, 1942

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing	"LISTEN BOYS" SUCCESS SCHOOL MOVIE This is the entertainment value movie short made by Ann Delafield and the Hudnut Success School, considered good enough to show in theatres throughout the country as entertainment and education. Made by MGM, not as a commercial film. Contact: Leonore Buehler, CA. 5-4103.	METRO-GOLDWYN-MAYER	CAPITOL THEATRE
Just Opened	SHOPPING SERVICE FOR MEN IN UNIFORM 33 specially trained girls are on hand at Abraham & Straus to accompany men in the services who wish to do their shopping in this store. These girls are not only merchandise counsellors for the boys in uniform, but act as store guides, morale builder-uppers and general feminine charm. The service begins at the "Vickie Booth" where a uniformed man may request a girl to accompany him. Girls services are limited to within store areas. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS, BROOKLYN	STREET FLOOR, E. BLDG. ELEVATOR CORRIDOR
Friday Nov. 6 11:00 A.M. On.....	SHOWING OF "SMALL SIZE SOPHISTICATES" All-day informal showing of afternoon dresses for "dainty" girls and women too small for regular "misses" sizes. These "sophisticates" dresses range from size 10 to 18, and are specially proportioned so that their diminutive size does not detract from style. Open to Press and public. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS, BROOKLYN	MODERATE PRICED DRESS SHOP, 3RD FL., E. BLDG.
Friday Nov. 6 4:30 P.M.	PRESS SHOWING: NORTH AND SOUTH HATS First peep at Spring millinery modes by G. Howard Hodge in a North and South Collection open to the Fashion Press and Buyers by invitation. Contact: Mr. Hodge, PL. 3-7030.	G. HOWARD HODGE	711 FIFTH AVENUE
Friday Nov. 6 4:30 & 7:00 P.M.	ANNUAL SILVER SPOON TEA, DANCE & DINNER To celebrate placing the 1000th child in a foster home and the 25th anniversary of the founding of the Spence Adoption Nursery, there will be a "silver spoon" tea, dance and dinner of the Spence Alumnae. Gay events, prize-winning contests and other Stork Club doings are on the program for which tickets are on sale at \$2.50 for tea and \$5.00 for dinner. Chairman, Mrs. Hunt Dickinson, CA. 5-4933.	SPENCE ALUMNAE SOCIETY	STORK CLUB 5TH AVE. AT 53RD ST.
Friday Nov. 6 5:30 P.M.	PREVIEW EXHIBIT: CASTLETON CHINA This modern China is decorated by 15 contemporary artists including Thomas Benton, Salvatore Dali, Marcel Vertes, Elsie Shaver, George Schreiber, and others. Many of their best-known works have been interpreted in this China which may assume collectors' value. Press by invitation. Open to public, week of Nov. 9th. Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN & CO.	5TH AVE. AT 34TH ST. CHINA DEPT., 4TH FL.



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Nov. 6 6:00 P.M.	DAY-TIME FASHIONS AT BUDGET PRICES Fashion show for night shoppers of women's and misses' dresses at working-girl prices. Open to Press and Public. Publ.: Mr. Davidson, ST. 9-4700.	JOHN WANAMAKER	B'WAY AT 9TH ST. DOWN STAIRS STORE
Beginning Saturday Nov. 7	OFFICIAL FOOTBALL SCHEDULE <del>SATURDAY, NOV. 7</del> <del>NAVY-PENN at PHILADELPHIA</del> <del>ARMY-NOTRE DAME at YANKEE STADIUM</del> <del>PRINCETON-DARTMOUTH at PRINCETON</del> <del>YALE-CORNELL at NEW HAVEN</del> SATURDAY, NOV. 14 YALE-PRINCETON at BAKER FIELD HARVARD-BROWN at CAMBRIDGE NAVY-COLUMBIA at BALTIMORE	<del>SATURDAY, NOV. 21</del> <del>ARMY-PRINCETON at YANKEE STADIUM</del> <del>COLUMBIA-DARTMOUTH at BAKER FIELD</del> <del>YALE-HARVARD at NEW HAVEN</del> THURSDAY, NOV. 26 (THANKSGIVING DAY) PENN-CORNELL at PHILADELPHIA SATURDAY, NOV. 28 ARMY-NAVY at ANNAPOLIS	
Saturday Nov. 7 10:30 A.M.	"TALK OF TEENS" MEETING Youth will be served with fresh assortments of crisp winter fashions gay for high spirits and practical for long wear, in the "Talk of Teens" Shop. Guest speakers and refreshments, music and fashions are the program. Open to Press and teens. Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN & CO.	5TH AVE. AT 34TH ST. TEENS' SHOP, 2ND FL.
Saturday Nov. 7 10:30 A.M.	"CALLING ALL GIRLS" TEEN-AGE FASHION SHOW Football is in full swing on the gridiron, and in full swing at 2nd presentation in series of teen-age shows, sponsored in cooperation with "Calling All Girls" Magazine. There will be a display of "gadgetrix", along with 15 models in latest football fashions to wow the quarterback. Guest stars, contests, prizes. Publicity: Dorothy Meyer, TR. 5-5700.	THE NAMM STORE	452 FULTON ST., B'KLYN TEEN SHOP, 2ND FLOOR
Saturday Nov. 7 2:30 & 8:00 P.M.	NATIONAL HORSE SHOW Because of the war, this year's National Horse Show, the 59th, is being condensed from the usual 8 days to 1, with an afternoon and evening session held in the Old Riding and Polo Club instead of Madison Square Garden. Despite such drastic streamlining, there will be a distinguished assembly of horses, riders and society figures at the tan bark rink. The \$5.50 seat capacity of the Club will soon be sold out. This annual event is attended by many fashion-wise women, for in the past it has marked the beginning of the social season in New York. Publicity: Mr. Curtis, J. Walter Thompson, MO. 4-7700.	RIDING AND POLO CLUB	OLD RIDING CLUB 7 WEST 66TH STREET
Saturday Nov. 7	NEW HATS SHOW ANTIQUAIRE ART TREND Proving that there is nothing new under the sun, these newest hats of Madame Lil Picard derived from an antique collection of hats, some dating 200 years back, but all very modern. Open to Press and public. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	LEXINGTON AT 59TH ST. CUSTOM HAT BOX
Beginning Saturday Nov. 7	PUBLIC EXHIBIT OF JAY GOULD HOUSE This historic New York brownstone mansion, the Jay Gould House, will be open Saturday and Sunday at 50¢ admission with proceeds given to City Patrol Corps. The next three days are free. On Nov. 12, 13, 14, the auction conducted by Gimbel Bros. will be held in the House. Admission by card only. Publicity: Doris Bartnett, PE. 6-5100.	UNDER DIRECTION OF GIMBEL BROTHERS	JAY GOULD HOUSE 5TH AVE. AT 47TH ST.



WEEK BEGINNING MONDAY, NOVEMBER 9, 1942

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 9-	NATIONAL HOTEL EXPOSITION DISPLAY	NATIONAL HOTEL EXPOSITION	MADISON SQ. GARDEN 8TH AVE. AT 50TH ST.
Nov. 13 10:00 A.M.- 10:00 P.M. Daily	Manufacturers and suppliers of all hotel and restaurant equipment are displaying their wares taking into consideration government restrictions. Educational exhibits; also a national nutrition program and many other services of public and Trade interest to officers, managers, and purchasing agents of hotels, restaurants, clubs, hospitals, etc. Public admitted free. Apply for invitation by contacting: James F. Walsh, Gen. Mgr., National Hotel Exposition, 221 W. 57th St., CI. 7-0800.		
Monday Nov. 9 12:30 P.M. Luncheon	ANNUAL SHOE DEALERS' LUNCHEON	NEWTON ELKIN	WALDORF ASTORIA HOTEL WEDGEWOOD ROOM
	Newton Elkin's private Dealers' Luncheon. <u>No Press</u> . Buyers by invitation to hear John B. Knox, Bonwit Teller, Philadelphia; and Mrs. Ruth Russling, O'Dea, Sheldon & Canaday, on the Spring Fashion Picture. Newton Elkin shoe line on view at Hotel Vanderbilt and in N. Y. office in Empire State Bldg. from Nov. 9th on. Contact: Mr. Bogutz, LO. 5-6569.		
Monday Nov. 9 12:30- 1:30 P.M.	QUICKIE FASHION SHOW: FASHIONS WITHIN THE LAW	OPPENHEIM COLLINS	33 WEST 34TH STREET
	"Fashions Within The Law" is the theme of this week's quickie fashion show for convenience of career girls and busy shoppers. It's legal to be smart, even though it's war time--is offered as the buying compulsion. Publicity: Miss Betty Barr, WI. 7-8200.		
Monday Nov. 9 1:00 P.M. Luncheon	LUNCHEON FASHION SHOWING: HATS	ANITA ANDRA, HATS HENRI A LA PENSEE, FASHIONS	ST. REGIS HOTEL IRIDIUM ROOM
	Showing of the private clientele collection of Anitra Andra (558 Madison Avenue) stressing hats with flash and flair for Winter and early 1943 town and resort wear. These hats will be on models wearing Henri a la Pensee Costumes (14 E. 55th St.). Open to public. Luncheon, \$2. Press by invitation. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.		
Monday Nov. 9 2:00 P.M.	"HOW TO DO" FORUM	GIMBEL BROTHERS	B'WAY AT 33RD ST. 7TH FLOOR
	Strictly a war-time course to teach women to do at home, many of the services formerly done outside the home. This week's "how to do" forum is on making slipcovers. Instruction by a Gimbel upholstery department specialist, who will show how to fit and stitch furniture upholstery. Open to Press and public. Publicity: Doris Bartnett, PE. 6-5100.		
Beginning Monday Nov. 9 7:00- 9:00 P.M.	COURSE IN DESIGNING AND DRESSMAKING	MADAME HELENE LYOLENE POST-GRADUATE SCHOOL	SCHOOL OFFICES, 6 FL. 9 ROCKEFELLER PLAZA
	Madame Lyolene, for many years a member of the French Couture, announces the opening of a post-graduate school where American students may learn design and dressmaking as it was done in Paris. In addition, she will conduct a war-time dressmaking clinic for women, to teach them to make or alter or salvage their own personal wardrobes, summed up by Madame Lyolene in this slogan: "Make It Do, or Make It Over". The course includes weekly two-hour sessions Mon. and Thurs. from 7 to 9 P.M.; Tues. and Fri. from 5 to 7 P.M.; and Wed. and Sat. from 12 to 2 P.M. Registration, \$10, tuition, \$100. For war-time dressmaking clinic, registration, \$10, tuition, \$25 for first five lessons, \$3.50 thereafter for each lesson. Contact: Alice Dowd, CI. 7-2680.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Nov. 9	RE-MODELING AND HOME DRESSMAKING Style strategy at minimum cost is the theme of a new sewing and re-making course for business women and housewives. Day or evening lessons; hours arranged to suit needs. 12 three hour lessons for \$25. Course includes cutting, pinning, draping, and re-altering. Also fashion consultation on individual clothes problems. For further information, Registrar, Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)
Monday Nov. 9	ST. LOUIS SPRING SHOWINGS This growing area of style creation will hold 2 showings of Spring Lines of women's apparel, juniors and misses dresses and sportswear, week beginning Nov. 9th, followed by coats and suits the following week. Recent article in "Life" Magazine focusing attention on junior market is encouraging St. Louis creators to expect large attendance at forthcoming showings.	FASHION CREATORS OF ST. LOUIS	ST. LOUIS SHOWROOMS ST. LOUIS, MISSOURI
Monday Nov. 9-11	SEMI-ANNUAL QUALITY SHOE FAIR The Semi-Annual showing of Quality shoes by 20 exhibitors from various parts of the country will be held at the Vanderbilt Hotel beginning Nov. 9th. Majority of exhibitors are from the New York market. Contact: Mr. R. M. Brannon, AS. 4-4000.	20 QUALITY SHOE MANUFACTURERS	VANDERBILT HOTEL PARK AVE. AT 34TH ST.
Monday Nov. 9-12	SPECIAL SHOWING: SPRING HAT COLLECTION "Patriotic" is the word for this showing whose entrance fee is the purchase of a \$50. U.S. War Bond per person. Thereafter, the new Spring hats of Helen Libert will be shown daily by special appointment and privately to individual hat and block makers. Models shown are ready for immediate delivery and once purchased may be reproduced any time, anywhere. Helen Liebert is one of 3 milliners who create models for the Trade and offer them much in the manner of Millinery Fashion Inspiration, to help stimulate the industry by circulating original, reproducible models. These 3 are: Madame Pauline, Helene Garnell, and Helen Liebert. Each shows models independently, thus creating a style oasis encouraging greater millinery acceptance throughout the country. For Helen Liebert showing, Press invited to telephone for appointment. Publicity: Madeline Irwin, PL. 3-2936.	HELEN LIEBERT	PENTHOUSE 19 WEST 57TH STREET

Beginning Tuesday Nov. 10/16	OPENINGS OF BETTER COATS AND SUITS Coat and suit lines are being advanced for earlier showing because of the uncertainty of future deliveries. Classic and slightly military influences prevail and for the time being, there are still enough woollens to fill consumer demands. Most of the openings will be held from Nov. 15th through Dec. 15th. Herewith a partial list of opening dates. Others will be added as the dates of openings are set. <i>Dr. House already opened see Cal. of Nov. 9.</i>	CLOAK AND SUIT MANUFACTURERS	INDIVIDUAL SHOWROOMS
<del>THURS., NOV. 10</del> <del>KRAEHLER, JOE. &amp; Co., 500 7TH AVE.</del> <del>Contact: Mr. Frasca, LA. 4-0505</del> <del>LEVY, BLUM &amp; GOLDSCHMIDT, 512 7TH</del> <del>For appt. call PE. 6-7122.</del> <del>MILSTEIN, MAX, INC., 230 W. 39TH</del> <del>Contact: Miss Maxwell, WI. 7-4228</del>		<u>MON., NOV. 16 (Continued)</u> <u>GALLANT, INC., 205 W. 39TH ST.</u> <u>For appt. call LA. 4-7286.</u> <u>GINSBURG, BEN. INC., 500 7TH AVE.</u> <u>For appt. call CH. 4-6262.</u> <u>GOLDSTEIN, AARON &amp; CO., 530 7TH AVE.</u> <u>For appt. call PE. 6-7530.</u> <u>MATLIN CLOAK &amp; SUIT, INC., 251 W. 39TH</u> <u>Contact: Mr. Damler, PE. 6-7668.</u>	
<u>MON., NOV. 16</u> <u>CARMEL BROS., INC., 530 7TH AVE.</u> <u>For appt. call LA. 4-3310.</u>			



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 10 10:30 A.M. 2:30 P.M.	SPRING DRESS LINE OPENING The day-time street and spectator sports clothes of David S. Westheim are high-styled and moderately priced. Press and buyers are invited to view the collection. For appointment phone David Westheim, CH. 4-5476.	DAVID S. WESTHEIM CORP.	1400 BROADWAY
Tuesday Nov. 10 10:30 A.M. 2:30 P.M.	CLARE POTTER SPRING OPENING Outstanding active and spectator sports fashions including beach and play clothes by Clare Potter always attract a large buyer and Press audience. Press admitted by appointment. Contact: Mr. Peters, LA. 4-6691. 1254.	CHARLES NUDELMAN	550 SEVENTH AVENUE
Tuesday Nov. 10 2:00- 6:00 P.M.	PREVIEW: "ART OF FIGHTING CHINA" A collection of contemporary Chinese Art entitled "Art of Fighting China" will be previewed to Press Tues., Nov. 10, 2-6 P.M., for Member, 5:30-8:30, and opens to public on Wed., Nov. 11. Publ.: Sarah Newmeyer, CI.5-8900	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Tuesday Nov. 10 1:00 P.M. Luncheon	LITTLE SHOP "PRESTO CHANGO" FASHIONS Open to public. Luncheon, \$2. Press by invitation. Macy Publ.: Kay Inglis Jones, CH. 4-2000. Ritz Publ.: Marion Morrison, PL. 3-4600.	R.H. MACY & CO., INC. (HERALD SQUARE)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Nov. 10- Dec. 12 Preview, 4:00 P.M.	EXHIBITION OF COROT PAINTINGS The largest collection ever shown of the works of Corot will be arranged to stress the artist's style and manners during his painting career. This great portrayer of nature has a top-place among the best painters of the world. Given under the sponsorship of 100 outstanding citizens for the benefit of the Salvation Army War Fund. Admission: Opening day, \$5; thereafter, 55¢. Contact: Alice Lee Myers, CH. 3-8700.	SALVATION ARMY WAR FUND	WILDENSTEIN'S GALLERIES 19 EAST 64TH STREET
Tuesday Nov. 10 9:00 P.M.	U.S. MARINE CORPS BIRTHDAY BALL 167th birthday of the U.S. Marine Corps will be celebrated with a birthday ball given by Greater New York Detachment of the Marine Corps League. Proceeds of the event will be given to a Marine Emergency Fund for active service and honorably discharged Marines and dependent members of their families. Admission, \$2.20. Contact: Mr. Charles Courtney, MO. 2-5833.	MARINE CORPS LEAGUE	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday Nov. 11	ARMISTICE DAY Usually a big shopping day for New York department stores.		
Wednesday Nov. 11 1:00 P.M. Luncheon	WINTER AND SPRING MILLINERY COLLECTION Open to public. Luncheon, \$2. Press by invitation. Waldorf Publicity: Ted Saucier, EL. 5-3000.	MADAME ARANKA INC. (19 EAST 56TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Nov. 11	OPENING: SPORTSWEAR & BEACHWEAR COLLECTION New line of Sportswear and Beachwear including Sacony Ciella and Palm Beach cloth, both fabrics recently cleared for non-priority manufacture. Will be shown to buyers and Press. Cottons and knits featured in this seasonal collection. Press by appointment. Contact: Mr. Dorfman, WI. 7-2828.	SACONY-S. AUGSTEIN CO.	1384 BROADWAY



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 11- Nov. 18	ROMANTIC NEW SPRING MILLINERY COLLECTION This Trade showing permits a retail executive and one designer to attend by appointment. The fee for looking and borrowing up to three models is \$50. Additional models maybe rented for \$15 a piece; exclusive rights to any model costs \$50. Release date on all Garnell Hats after Nov. 20th. Showings by appointment only. Press invited to view collection at their convenience. Contact: Miss Strate, PL. 3-9017.	HELENE GARNELL	40 EAST 51ST STREET
Thursday Nov. 12 12:30 P.M. Luncheon	WEEKLY MEETING OF NEW YORK PUBLICISTS Weekly meeting of Press Agents and Public Relationists. This week's speaker is Zenn Kaufman, Trade Relations Manager of Schenley Distrillers Corp. who will speak on "Dramatizing Selling In A World At War". Open to members and guests. Publicity: Mr. Uriel Davis, CI. 7-6161.	PUBLICITY CLUB OF NEW YORK	BELMONT-PLAZA HOTEL CASINO-IN-THE-AIR
Thursday Nov. 12 1:00 P.M. Luncheon	FALL LUNCHEON FASHION SHOW <del>Jenkins</del> presents his new Collection of Palm Beach Costumes for daytime and evening in the beautiful setting of the Persian Room. Open to public. Luncheon, \$2. Press by invitation. Plaza Publicity: Alma Zaiss, PL. 3-1740.	<del>JENKINS GOWNS INC.</del> <del>(660 5TH AVENUE)</del>	PLAZA HOTEL PERSIAN ROOM
Thursday Nov. 12 1:00 P.M. Luncheon	WINTER FASHIONS SHOWN AT LUNCHEON Glamorous collection of holiday and mid-Winter fashions will be shown to Cotillion Room lunchers. Extra sparkle is promised for this showing to guide seasonal buying for social events. Open to public. Luncheon, \$2. Press by invitation. Russeks Publicity: Beatrice Castle, WI. 7-1900. Pierre Publicity: Kathleen Moran, RE. 4-5900.	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	PIERRE HOTEL COTILLION ROOM
Thursday Nov. 12 6:00 P.M.	LATE NIGHT OPENING FASHION SHOW The economy theme is stressed in budgeted fashions shown to night-time shoppers. Accent on clothes with color and warmth for under-heated homes. Publicity: Elise Porcell, WI. 7-7000.	JAMES MCCREERY	5TH AVE. AT 34TH ST.
Friday Nov. 13 12:30 P.M. Luncheon	TEXTILE RESEARCH LUNCHEON Mr. Nees of Eastman-Kodak Company is principle speaker at the luncheon which touches off a day-long get-together among textile technicians and manufacturers. Prominent government officials will discuss war researches on textiles and a technical session will be open to any engaged in the textile industry whether members of the Textile Institute or not. Open to members of Institute. Others by invitation. Further information from F. S. Blanchard, President, Textile Research Institute, 10 E. 40th St., LE. 2-2196.	U. S. INSTITUTE OF TEXTILE RESEARCH	HOTEL ROOSEVELT GRAND BALLROOM
Friday, Saturday Nov. 13-14 1:00 P.M. Post Time	UNITED HUNTS RACE MEET Important social and sporting event. Nine-race card with substantial purses and prizes. Society, despite gas rationing, will be represented judging by luncheon reservations at the Turf and Field Club. General admission, \$1.50. Publicity: Westchester Racing Association, EL. 5-3340.	NATIONAL STEEPLECHASE AND HUNT ASSOCIATION	BELMONT PARK ELMONT, LONG ISLAND



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Nov. 16- Nov. 20 10:00 A.M.- 5:00 P.M.	2ND TRADE SHOW OF M.F.I.-TRIO	LILLY DACHE, INC. SALLY VICTOR, INC. JOHN-FREDERICS, INC.	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
	The Spring Collection of the Millinery Fashion Inspiration will be shown each day from Nov. 16th to Nov. 20th privately to individual manufacturers at \$100. fee for looking, and \$50. per model. All purchasers receive their model hats at the same time, but may set own price and date of retail presentation. Advance reports indicate that M.F.I. hats go along with hair styles. A group of hats for girls from 8 to 14 are included in Collection. For further information, M.F.I., Inc. 33 West 42nd St., PE. 6-7494.		

Beginning Monday Nov. 16	FOGA SPRING DRESS LINES	FASHION ORIGINATORS GUILD OF AMERICA	MEMBERS MARKET SHOWROOMS
	The Dress Openings are being held earlier than usual this year to allow for earlier buying to safeguard timely deliveries. All lines reflect consumer war-time tastes and WPB restrictions. Herewith partial listing of Openings. Others will be announced as their dates are determined.		
	<u>MONDAY, NOV. 16</u>		<u>TUESDAY, NOV. 17</u>
	<u>GREENBERG, FRED DRESS CO.</u> , 550 7TH All day. Mr. Greenberg, LO. 5-6711.		<u>CAPRI FROCKS, INC.</u> , 1372 BROADWAY 10:30, 2:30. Miss Lambert, WI. 7-7430
	<u>HALPERT, JOSEPH</u> , 530 7TH AVE. 10:30, 2:30. Mr. Moscovitz, WI. 7-7400.		<u>JUNIOR LEAGUE FROCKS</u> , 1372 B'WAY 10:30, 2:30. Mr. Sadowsky, WI. 7-3200
	<u>HORWITZ &amp; DUBERMAN</u> , 498 7TH AVE. All day. Mr. Horwitz, LO. 5-7440.		<u>THURSDAY, NOV. 19</u> <u>ROSENSTEIN, NETTIE GOWNS</u> , 550 7TH By appt. Chas. Gumprecht, BR. 9-6890
	<u>KAPLAN &amp; GRABOIS</u> , 498 7TH AVE. All day. Mr. Kaplan, CH. 4-2767.		<u>SONDHEIM, HERBERT, INC.</u> 530 7TH All day. Mr. Sondheim, LA. 4-7540
	<u>MARY LEE, INC.</u> , 498 7TH AVE. All day. Miss Minerva, LA. 4-7626.		<u>FRIDAY, NOV. 20</u> <u>DEITSCH, WERSBA &amp; COPPOLA</u> , 512 7TH All day. Mr. Wersba, PE. 6-6872.
	<u>PARNIS-LEVINSON</u> , 530 7TH AVE. All day. Mr. Rubin, BR. 9-5012.		<u>WEDNESDAY, NOV. 25</u> <u>BELLSEY, DAVE, CO.</u> , 512 7TH AVE. 10-12 & 2-4. Mr. Bellsey, LA. 4-2036
	<u>REIG, BEN, INC.</u> , 498 7TH AVE. All day. Miss Newman, CH. 4-1542.		

Monday Nov. 16 10:30 A.M. 2:30 P.M.	BEACHWEAR, TRAVEL AND RESORT CLOTHES	POLLACK, SMITH & ROBINS	1410 BROADWAY
	Bathing suits, beachwear, play and travel clothes in popular priced lines comprise the new policy of this firm recently reorganized as to directors and now prepared to devote part of its production to government orders and part to ready-to-wear of the resort type. <del>For appointment to see</del> collection, phone WI. 7-7818.		

Monday Nov. 16 12:30 P.M. Luncheon	WORLD INFLUENCE OF AMERICAN DESIGN	THE FASHION GROUP, INC. HOME FURNISHINGS DIV.	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.
	The designer's point of view expressed by <u>Robsjohn Gibbings</u> and merchant's point of view by <u>Margaretta van Schuyler</u> will be placed before Home Furnishings Division of the Fashion Group at this luncheon. Members may bring guests. Luncheon, \$1.35 (incl. tip). Contact: CI. 7-1734.		

Monday Nov. 16 1:00 P.M. Luncheon	TOWN & RESORT MILLI- NERY AND COSTUMES	KATRINKA SUYDAM, HATS, CLAIRE ADISE, FASHIONS	ST. REGIS HOTEL IRIDIUM ROOM
	A smart fashion outlook on hats and costumes by Katrinka Suydam, Hats (54 E. 55th) and Claire Adise, Costumes (7 E. 48th) to be worn either in town, Florida or Calif. winter resorts. Open to public. Luncheon, \$2. Press by invitation. Dir. of Fashion Shows: Mary Alice Rice, PL. 3-4500.		



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Nov. 16- Nov. 17 1:45 P.M.& 7:45 P.M.	N.Y. HERALD-TRIBUNE CURRENT PROBLEMS FORUM The 11th forum on current problems under the auspices of N.Y. Herald-Tribune will provide statesmen of the calibre of President Roosevelt, Sir Stafford Cripps, Wendell Willkie, and Sumner Welles as speakers. Post-war problems will be the major theme during four sessions, two afternoons and two evenings. Dr. Ernest Hopkins, President of Harvard College will keynote the forum. Military leaders and industry officials will contribute light on the progress of the war. Psychologists will explain its mental strategy. Admittance by invitation, secured by writing Mrs. Grace Allen Bangs, N.Y. Herald-Tribune, 230 W. 41st St., NYC, PE. 6-4000.	N.Y. HERALD-TRIBUNE	WALDORF ASTORIA HOTEL
Monday Nov. 16	OPENING: SPRING HAT COLLECTION Stressing theme of "Durable Styling" for current times, Helen Liebert's Spring Collection of hats, accessories and junior hats will be shown to the Trade. Individual Press showings by appt. Publ.: Miss Irwin, PL. 3-2936.	HELEN LIEBERT	PENTHOUSE 19 WEST 57TH STREET
Monday Nov. 16	FLORIDA AND CALIFORNIA RESORT FASHIONS One of America's oldest and most exclusive creators of original fashions for women showing a group of dresses suitable for whatever resort travel is available in America. Prices at this de luxe shop have been leveled off to current war-time budgets. Contact: The Misses Briganti, BR. 9-7549.	THE MISSES BRIGANTI, INC.	31 WEST 47TH STREET
Monday Nov. 16	OPENING: SPRING HAT COLLECTION This is "big" millinery week for all hat creators including Madame Pauline, sister of Nettie Rosenstein, whose models have wide out-of-town acceptance as well as New York enthusiasm. Her price for admission is \$100. This includes the purchase of two model hats reproducible at buyers' will. For Millinery Trade only. Contact: Madame Pauline, EL. 5-9539.	MADAME PAULINE	6 EAST 53RD STREET
Monday Nov. 16- Nov. 19	MID-SEASON AND EARLY SPRING HAT COLLECTION <del>This is a</del> Showing of original millinery creations for the Trade. Admission, \$100. admits two persons and includes two models. Additional models, \$35. each. Delivery of hats by Nov. 28th. Showing by appointment. Call Miss Hano, PL. 8-1525.	FLORENCE REICHMAN, INC.	1 WEST 57TH STREET
Monday Nov. 16	ADVANCE SPRING HAT COLLECTION These are hats for the Trade and Consumers portending Spring Trends, yet ready for immediate wear. For appointment, call Miss Belle, CI. 6-1360.	GLADYS & BELLE	20 WEST 57TH STREET
Tuesday Nov. 17 1:00 P.M. Luncheon	PRIVATE CLIENTELE HAT REVUE Open to public. Luncheon, \$2. Press by invitation. Ritz Publicity: Marion Morrison, PL. 3-4600.	ERIK OF PARIS INC. (15 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Nov. 17 3:00 P.M.	FASHION FORUM-- STYLE SHOW A down-to-earth discussion of all angles of the "lost" resort season and the "new-found" Spring <del>theme</del> will be heard. A group of retailers will present their views. Fashion editors will express themselves and Mrs.	COHN-HALL-MARX CO. COHAMA FABRICS	HOTEL ASTOR GRAND BALLROOM

(Continued on following page)



### DATES AHEAD

✓ ~~Nov. 11~~ ~~ARMISTICE DAY (Wednesday)~~  
Nov. 26 THANKSGIVING DAY (Thurs.)  
Dec. 22 1ST DAY OF WINTER (Tues.)  
Dec. 25 CHRISTMAS DAY (Friday)  
Dec. 31 NEW YEAR'S EVE (Thurs.)

### RED LETTER WEEKS

~~Nov. 9-15~~ ~~NATIONAL FATHER & SON WEEK~~  
~~Nov. 11-30~~ ~~RED CROSS DRIVE~~  
Nov. 16-22 NATIONAL ART WEEK\*  
Dec. 8-15 NAT'L BILL OF RIGHTS WEEK

\*By Presidential Proclamation.

~~Dec. 13-20 - International Golden Rule Week~~



DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

Average Consumer will also be given a voice. Fleur Fenton, Merchandising Counsellor will preside. Press by invitation. Open to buyers. Publicity: Pettingell & Fenton, PE. 5-1880.

Tuesday

PRESS PREVIEW:

PEG FISCHER

509 MADISON AVENUE

Nov. 17

"HOLIDAY HATS"

4:30 P.M.

Newest expression of Mid-Winter Hats with a Spring outlook. Press by invitation only. Publicity: Rosemary Sheehan, CO. 5-3147.

wednesday

LUNCHEON FASHION SHOW

SAKS FIFTH AVENUE

WALDORF ASTORIA HOTEL

Nov. 18

OF URBANE FASHIONS

(611 FIFTH AVENUE)

SERT ROOM

1:00 P.M.

Luncheon

Clothes for Manhattan living in a chic manner will be displayed at luncheon in the Sert Room. "Sophie" originals and typical Saks Urbane styles will be shown. Open to public. Luncheon, \$2. Press by invitation. Saks Publ.: Eleanor Lambert, PL. 5-8580. Waldorf Publ.: Ted Saucier, EL. 5-3000.

Thursday

INTERNAT'L EXPOSITION OF

WOMEN'S INTERNAT'L

MADISON SQUARE GARDEN

Nov. 19

WOMEN'S ARTS & INDUSTRIES

COMM. OF ARTS & INDUS.

8TH AVE. AT 50TH ST.

10:00 A.M.-

11:00 P.M.

Exhibit and demonstration of women's activities for war effort on four fronts. Included is the international front with exhibits of our 28 United Nations. Admission, 50¢. Publicity: Betty Stone, Women's International Comm. of Arts & Industries, 247 Park Ave., PL. 3-4770.

Thursday

LUNCHEON FASHION SHOW-

HARRY COLLINS

PLAZA HOTEL

Nov. 19

ING: "ART IN DRESS"

(647 FIFTH AVE.)

PERSIAN ROOM

1:00 P.M.

Luncheon

Presenting his Fall and Winter Collection under the theme: "Art In Dress", emphasizing clothes designed in the spirit and tension of the present day, though retaining distinctive femininity, simple lines with dramatic acceptance. Open to public. Luncheon, \$2. Press by invitation. Collins Publ.: Miss Roundtree, PL. 3-9403. Plaza Publ.: Alma Zaiss, PL. 3-1740.

Monday

HISTORIC INITIAL

AUSPICES OF

275 SEVENTH AVENUE

Nov. 23

SHOWING: SILVERBLU

FROMM BROTHERS

3:00 P.M.

PLATINUM MINK

For the first time after eight generations of scientific ranch breeding, Silverblu Platinum Minks have been bred for fine fashion uses. These are the product of the Silverblu Platinum Mink Association of Rochester, Wisconsin, and are hailed as an important scientific fur achievement. Both pelts and live animals will be on display at this initial showing to which the Press is invited. Publicity: Zanville Diamond, PL. 3-5252.



MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Tuesday....PREMIERE: "WITHOUT LOVE" ST. JAMES THEATRE, W. 44TH STREET  
Nov. 10 Long-awaited Katharine Hepburn play, officially scheduled here after a long-run tour. This is the Philip Barry opus in which Miss Hepburn plays opposite Elliot Nugent. Costumes by Valentina. Publ.: Joseph Heidt, CO. 5-0024.
- Wednesday..PREMIERE: "THE ROAD TO MOROCCO" (Movie) PARAMOUNT THEATRE, B'WAY AT 43RD ST.  
Nov. 11 With a cast including Dorothy Lamour, Bing Crosby and Bob Hope, it is safe to expect songs, sarongs and jokes. Costumes by Edith Head. Publicity: Aileen Brenon, BR. 9-8700.
- Wednesday..PREMIERE: "SPRINGTIME IN THE ROCKIES" (Movie) ROXY THEATRE, 7TH AT 50TH ST.  
Nov. 11 20th Century Fox movie starring Betty Grable and John Paine with Carmen Miranda and Harry James Band. Costumes by Earl Luick. Publicity: Miss Van Slyke, CI. 6-0959.
- Thursday...PREMIERE: "ONCE UPON A HONEYMOON" (Movie) RADIO CITY MUSIC HALL, 6TH AT 50TH  
Nov. 12 Leo McCary production starring Cary Grant as an American correspondent trailing Nazis through the European war, with Ginger Rogers, the love interest, a title-crazy show girl. Costumes by Leslie Morris. RKO Publicity: Rutgers Neilson, CO. 5-6500.
- Friday.....PREMIERE: "MR. SYCAMORE" GUILD THEATRE, 245 WEST 52ND STREET  
Nov. 13 This is a Theatre Guild production with Enid Markey, Lillian Gish and Stewart Erwin. Wardrobe by Emily Roche. Publicity: Joseph Heidt, CO. 5-0024.
- Wednesday..PREMIERE: "THE SKIN OF OUR TEETH" PLYMOUTH THEATRE, B'WAY AT 45TH ST.  
Nov. 18 This is a carriage trade opening with play by Thornton Wilder and bright stars Tallulah Bankhead, Fredric March, Florence Eldridge, and Florence Reed. Costumes by Mary Percy Schenck. Publicity: Richard Maney, WI. 7-6939.
- Friday.....PREMIERE: "CHEER CHINA" MIDNIGHT REVUE RADIO CITY MUSIC HALL, 6TH AT 50TH  
Nov. 20 Leading personalities in the theatre are lending their talents for the 12:00 directing and acting in this United China Relief benefit revue to be held at midnight at Radio City Music Hall. Tickets, \$1.10 to \$11.00. Publicity: Miss Warendorff, United China Relief, CI. 5-4100. *Bill Doll, C. 6-5-775.*
- ~~Thursday~~  
~~Tuesday~~ *Nov. 26* PREMIERE: "THE GREAT BIG DOORSTEP" MOROSCO THEATRE, 217 W. 45TH STREET  
Nov. ~~26~~ A Shumlin production with Louis Calhern and Dorothy Gish. No clothes credit as play takes place in Mississippi delta. Publicity: Richard Maney, WI. 7-6939.
- Tuesday....SPECIAL EVENT: 9TH ANNUAL NIGHT OF STARS, MADISON SQUARE GARDEN, 8TH AT 50TH  
Nov. 24 Big annual United Jewish Appeal event with proceeds to refugee aid and Palestine re-settlement. Gov. Lehman is honorary chairman and 25 top-ranking Broadway personalities and entertainers have agreed to appear. Admission: \$1.10 to \$16.50. Contact: David Lipsky, MU. 2-3320.
- Wednesday..PREMIERE: "THE PIRATE" MARTIN BECK THEATRE, 302 W. 45TH ST.  
Nov. 25 Playwrights' Company and Theatre Guild are co-producers of newest Lunt-Fontanne vehicle, "The Pirate" by S. N. Behrman. This line-up of actors and playwright is sure to appeal to the carriage trade. Costumes by Miles White. Publicity: W. Fields, Playwright Company, CI. 5-7930.
- Monday.....RED CROSS CONCERT BY PHILHARMONIC ORCHESTRA, CARNEGIE HALL, 7TH AT 57TH ST.  
Nov. 30 Toscanini will conduct and Helen Traubel will be the soloist at this war 8:45 P.M. fund benefit concert for the Red Cross. This promises to be a very social event with every "good" name represented among box holders. Admission: \$3.30 to \$9.45. Publicity: Mrs. Breckenridge, Red Cross Headquarters, 315 Lexington Avenue, MU. 4-4455.
- Tuesday....BENEFIT PREMIERE: "1943 ICE FOLLIES" MADISON SQUARE GARDEN, 8TH AT 50TH  
Dec. 1-5 Opening night will be a Musicians' Emergency Fund, Pres., Mrs. Lytle Hull, And benefit. The skaters are a mixture of *Amateur* and *professional* men and Dec. 7-9 women and the proceeds go to talented musicians needing financial aid. 8:30 P.M. Opening night admission: \$5. to \$7.50 from Burden Littel Bureau, Bonwit Teller. Thereafter at Garden. Contact: CO. 5-6800.